



Understanding the Media (Hardback)

By Eoin Devereux

Sage Publications Ltd, United Kingdom, 2013. Hardback. Condition: New. 3rd Revised edition. Language: English. Brand new Book. "This is a lucid and lively introduction to key concepts and developments in media and media studies. The new edition, with updated case studies and a good range of online reading, is a valuable resource for both students and lecturers."- Chindu Sreedharan, Bournemouth University "Has expanded the possibilities of what a textbook can be. Incisive questions framed through accessible and detailed examples provide a platform for a wealth of different activities that engage readers in the critical study of media."- Dr Daniel Ashton, Bath Spa University "Accessibly written and very well-structured, the book will be one of those you go back to time and time again throughout your studies. In addition it also offers that much-needed, little-found extra in a textbook: critical engagement with media and society. A joy for those of us teaching the subject."- Joke Hermes, University of Amsterdam How much of our media experience is shaped by the profit motive of media conglomerates? How much freedom and power do we have as members of an increasingly fragmented media audience? How do the media influence what we understand about friendship, globalization and even...



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